

GRAPHICS ARTIST

FLSA Code: N

Job Code: 1111

GENERAL DEFINITION AND CONDITIONS OF WORK:

Performs highly responsible and diversified art work in the creation, design, execution, and production of graphic arts material and camera-ready art for instructional, production and administrative purposes, or public presentation, performing desktop publishing tasks for the City; does related work as required. Work is performed under the general supervision of the Communications Director.

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires fingering, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for depth perception, color perception, preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Interprets, designs, and executes a wide variety of finished art work based on own ideas and in response to ideas generated by others or explanations of results to be achieved.

Operating desktop publishing equipment; creating designs; providing free-hand art work;
Designs and formats, select colors, lay out and print publications directly from the computer;
Layout and design of Intranet and Internet web sites;
Scans clip art to be used in publications;
Develops publications and graphs, and designs audiovisual products;
Scans and corrects the black and white and color halftones to be used in publications;
Rotates and skews text and graphics;
Wraps text around graphic or halftone;
Fits text to a path;
Develops film and paper output from the image setting system;
Responds to requests and assists departments;
Provides free-hand art for publications;
Creates original art for promotional items;
Assists with design and creation of banners, logos, maps, flags, etc.;
Lays out and orders business cards and publications;
Writes specifications for printing jobs;
Recommends the ordering of new equipment and software to keep up with the changing technology in the field;
Files negatives and layouts;
Operates copy machine and finishing equipment;
Performs related tasks as required.

REQUIREMENTS/EDUCATION/EXPERIENCE:

Graduation from an accredited community college or an art institute with major course work in fine or commercial art, supplemented by courses in graphics or art, some experience in desktop publishing; thorough knowledge of the operation and basic maintenance requirements of desktop publishing equipment, typefaces and sizes and typesetting operations; skill in free-hand art and in the operation and care of equipment used in performance of duties; demonstrated ability to follow detailed written and oral instructions and to establish and maintain effective working relationships with associates. An equivalent combination of training and experience may be considered.

This is a class description and not an individualized job specification. The class description defines the general character and scope of duties, responsibilities, and requirements of all positions in one job classification, but is not all-inclusive. Duties, responsibilities and requirements may be added, deleted or changed at any time at the discretion of

management.